

SUSTAINABILITY & GREEN ENTREPRENEURSHIP

Episodes Scripts



INJAZ CAMPUS

SUSTAINABILITY & GREEN ENTREPRENEURSHIP

Episodes Scripts



Entrepreneurship



University



8 sessions

01

Empowering Future Generations - The Vital Role of Sustainability and the Sustainable Development Goals (SDGs)

Learning Objectives:

- Understand sustainable development goals (SDGs).
- Identify challenges and opportunities in sustainability.
- Empower Action Towards Sustainable Development.

Script

Understanding the concept of sustainability is crucial in today's world, particularly for the youth, as they are the future custodians of our planet.

Sustainability, at its core, refers to the ability to maintain balance and longevity in various aspects of existence. It's often discussed in the context of environmental conservation but extends far beyond that.

"Sustainability is treating the Earth as if we intended to stay."

Let's go a bit back to the development of the SDGs (Sustainable Development Goals) which has been a comprehensive process.

The pivotal moment came at the United Nations Conference on Sustainable Development (Rio+20) in 2012, where the decision to establish a set of SDGs was made, building upon the Millennium Development Goals (MDGs).

Adopted by all United Nations Member States in 2015, the 17 SDGs form the core of the 2030 Agenda. These goals are a call to action to end poverty, improve health and education, reduce inequality, and tackle climate change, while working to preserve oceans and forests. They are integrated and indivisible, balancing the social, economic, and environmental dimensions of sustainable development. They are anchored around five key themes, often referred to as the "**Five P's**." These are **People, Planet, Prosperity, Peace, and Partnership**.

People: This pillar emphasizes the importance of ending poverty and hunger in all forms, ensuring dignity and equality. It underscores the need for universal access to healthcare services, education, and other basic needs. The goal is to create a world where everyone has the opportunity and the means to live a fulfilling life.

Planet: The focus here is on protecting the planet from degradation through sustainable consumption, production, and management of natural resources. It emphasizes the need for urgent action on climate change to support the needs of current and future generations.

Prosperity: Prosperity seeks to ensure that all human beings can enjoy a prosperous and fulfilling life, where economic, social, and technological progress happens in harmony with nature. It's about growing economies in environmentally sustainable ways, and decoupling economic growth from greenhouse gas emissions.

Peace: The SDGs recognize that there can be no sustainable development without peace and no peace without sustainable development. This principle focuses on fostering peaceful, just, and inclusive societies free from fear and violence. It's understood that conflicts directly threaten human rights and development gains.

Partnership: This pillar highlights the importance of global partnerships and cooperation to achieve the SDGs. It's about mobilizing resources, sharing knowledge, expertise, technology, and financial support to ensure all countries have the opportunity to meet these goals.

Why do you think the SDG's are important?

The Goals affect all 7 billion people on Earth and for them to be met, it is crucial that everyone is aware of and have knowledge of them. Only then can we take action and contribute to making the world a better place.

For instance, INJAZ Al-Arab, operating across the Middle East and North Africa, has engaged with the United Nations Global Compact Network to align with its principles focusing on human rights, labor, environment, and anti-corruption.

This partnership reflects INJAZ Al-Arab's commitment to creating equitable educational opportunities and a successful future for the youth and deprived communities across the region. Their involvement aims to implement Global Sustainable Goals such as No Poverty, Quality Education, Gender Equality, Decent Work and Economic Growth, and Partnerships for the Goals. This collaboration highlights INJAZ Al-Arab's dedication to incorporating these global standards into their operations and strategies across multiple countries.

By the year 2023, significant efforts were made towards increasing the number of people with relevant skills for financial success and eliminating discrimination in education, although challenges remained.

Several critical barriers to girls' education persist globally, including poverty, child marriage, long distances to school, violence, lack of safe and private latrines, and gender inequality.

The UN has strongly endorsed entrepreneurship as an important means of accelerating the Sustainable Development Goals (SDGs).

"Entrepreneurship plays an important role in creating jobs, driving economic growth, addressing environmental challenges, and enabling youth to turn that creative energy into ideas,"

What is the Link Between Entrepreneurship and Sustainability?

Entrepreneurship plays a critical role in achieving the SDGs. By innovating, creating value, and addressing societal needs, entrepreneurs can drive sustainable development. This involves not only economic growth but also social inclusion and environmental protection.

INJAZ Al-Arab, known for fostering entrepreneurship and innovation among youth across the MENA region, has several alumni who have developed projects focused on sustainability.

These include initiatives like;

1. **Career 180 in Egypt**, enhancing career development for young professionals.
2. **Agrivage in Kuwait**, likely contributing to sustainable agricultural practices.
3. **Handy Voice in Morocco**, enhancing communication for individuals with disabilities.
4. **HEXA in Algeria**, possibly offering solutions in logistics or technology.
5. **Innovative Green Technology in Lebanon** for sustainable technology solutions.
6. **Fun Zone in Saudi Arabia**, potentially providing educational entertainment.

Each of these projects aligns with specific SDGs, showcasing INJAZ Al-Arab's commitment to promoting entrepreneurship that contributes to sustainable development and addressing global challenges across different countries in the MENA region.

Young entrepreneurs are uniquely positioned to contribute to the SDGs. Their innovations and business models can directly address sustainable development challenges.

By choosing sustainability, they can create businesses that are not only profitable but also responsible and beneficial to society and the environment.

The growing focus on sustainability offers numerous opportunities for entrepreneurs, as there's a rising market for sustainable products and services that address environmental and social issues, sparking innovative business ideas.

Additionally, there's increasing funding for businesses and startups aimed at achieving the Sustainable Development Goals (SDGs).

This includes initiatives like the Youth Leadership Program, SDG Accelerator Programs, and Clean Energy Programs. These initiatives support sustainable practices and innovation, aligning with SDGs focused on clean energy, economic growth, innovation, and climate action.

Technological innovations are empowering people with disabilities to work from home effectively. Tools like voice recognition software, adaptive hardware, screen readers, Braille displays, and Video Relay Services enhance accessibility and productivity.

In addressing one of the SDGs set by the UN, which is: Zero Hunger and Responsible Consumption, initiatives are focusing on increasing small-scale food producers' productivity, promoting sustainable agricultural practices, and halving global food waste per capita.

Apps like "Too Good to Go" and "Twiga Foods" are contributing by facilitating the sale or donation of surplus food and streamlining the food supply chain, aligning with the Sustainable Development Goals.

The Sustainable Development Goals (SDGs) offer 17 goals and 169 targets, covering a wide range of issues and providing numerous opportunities for engagement.

1. **No Poverty:** Eradication of poverty in all its forms.
2. **Zero Hunger:** Ending hunger and improving nutrition and sustainable agriculture.
3. **Good Health and Well-being:** Ensuring healthy lives and promoting well-being.
4. **Quality Education:** Inclusive and equitable quality education for all.
5. **Gender Equality:** Achieve gender equality and empower all women and girls.
6. **Clean Water and Sanitation:** Ensure availability and sustainable management of water and sanitation. (Globally, 3 in 10 people don't have access to safely managed drinking water & 6 in 10 don't have access to safely managed sanitation facilities. Around 1.8 million deaths per year is associated with these issues.)
7. **Affordable and Clean Energy:** Access to affordable, reliable, and sustainable energy. (Globally, 1 in 7 people don't have access to electricity & 41% are still cooking with a polluting fuel & stove combination.)
8. **Decent Work and Economic Growth:** Promote inclusive and sustainable economic growth, employment, and decent work.
9. **Industry, Innovation, and Infrastructure:** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.
10. **Reduced Inequality:** Reduce inequality within and among countries.
11. **Sustainable Cities and Communities:** Make cities inclusive, safe, resilient, and sustainable.
12. **Responsible Consumption and Production:** Ensure sustainable consumption and production patterns.
13. **Climate Action:** Combat climate change and its impacts.
14. **Life Below Water:** Conserve and sustainably use oceans, seas, and marine resources.
15. **Life on Land:** Protect, restore, and promote sustainable use of terrestrial ecosystems, manage forests, combat desertification, and halt and reverse land degradation and biodiversity loss.
16. **Peace and Justice Strong Institutions:** Promote peaceful and inclusive societies, provide access to justice for all, and build effective, accountable institutions.
17. **Partnerships for the Goals:** Strengthen global partnerships for sustainable development.

To get started, you can select an SDG that resonates with you, and then focus on a few specific targets within that goal.

For example, if you choose SDG 13 (Climate Action), you could work on targets related to strengthening resilience and adaptive capacity to climate-related hazards, or integrating climate change measures into policies and planning.

Each goal and its targets offer a unique opportunity to contribute to sustainable development.

For young people today, focusing on sustainability isn't just a choice; it's a necessity for shaping a better future.

By engaging with the Sustainable Development Goals, you have the power to drive meaningful change, turning innovative ideas into actions that benefit both the planet and its people.

Your contributions can create a sustainable, inclusive world for generations to come.

Understanding Climate Change

Learning Objectives:

- Differentiate between weather and climate.
- Understand the causes and effects of climate change.
- Recognize the importance of addressing climate change.

Script

Sustainability and green entrepreneurship are increasingly vital in our world, as they drive innovative solutions for a healthier planet.

These concepts are deeply connected to our understanding of the environment, specifically in terms of weather and climate.

While often used interchangeably, weather and climate hold distinct meanings.

Weather refers to short-term atmospheric conditions in a specific area, like daily rainfall or temperature, while climate describes the long-term average of weather patterns over an extended period, usually decades, in a region.

Understanding these differences is crucial for sustainable practices and green businesses, as they navigate and respond to environmental challenges and opportunities.

This fundamental difference is crucial in understanding the broader and more complex implications of climate change on our planet.

What is **Climate Change**?

Climate change encompasses significant and lasting changes in the statistical distribution of weather patterns over periods extending from decades to millions of years.

It can manifest as changes in average weather conditions or the distribution of events around that average (e.g., more frequent and severe weather events).

From our education and learning, it's often highlighted that pollution and global warming are primary causes of climate change, and rightly so.

Greenhouse gasses, such as carbon dioxide (CO₂), methane (CH₄), and nitrous oxide (N₂O), trap heat in the Earth's atmosphere, creating a 'greenhouse effect'. This effect is natural and necessary to support life on Earth; however, human activities have significantly increased the concentration of these gases, enhancing the greenhouse effect and causing global warming.

These factors immediately come to mind when considering the drivers behind the changing climate, reflecting a core understanding of the environmental challenges we face.

Do you think it's crucial to address climate change? Why so?

Addressing climate change is indeed crucial due to its far-reaching impacts.

Imagine a future where unchecked climate change has led to drastically altered natural ecosystems. Forests that once teemed with life have thinned, affecting biodiversity.

This in turn disrupts food chains, leading to food shortages.

Water supplies become scarce and polluted, impacting health and hygiene.

Extreme weather events become more frequent and severe, causing widespread destruction and economic turmoil.

In such a scenario, the very fabric of life, including human societies, faces unprecedented challenges, underscoring the urgent need for climate action today.

Imagine schools, as well, in coastal regions frequently closing due to intensified storms and flooding, disrupting education.

Women, often primary caregivers, struggle more to secure food and water as resources become scarce and agricultural yields decline. This situation underscores the urgency of climate action, including reducing emissions and promoting sustainable practices.

In the Middle East, climate change has led to significant natural disasters, with prolonged droughts being a primary concern.

These droughts have resulted in agricultural failures and increased desertification, impacting the livelihoods of farmers and nomadic tribes who depend on fertile land for their animals and crops.

Additionally, urban areas like Cairo are experiencing more frequent and intense heat waves, affecting the health and daily lives of the urban population.

The case studies that are mentioned earlier illustrate the tangible, often devastating effects of climate change on diverse communities within the region.

Misconceptions, like the belief that climate change is a natural, benign process, hinder this vital action.

The reality is that human activities significantly contribute to climate change, and its impacts are both severe and widespread.

Youth Leadership in Climate Action - Shaping a Sustainable Future

Learning Objectives:

- Recognize the impactful role of youth in climate action.
- Analyze case studies of youth-led environmental initiatives.
- Empower students to engage in climate solutions.

Script

In the dynamic landscape of climate change, the role of youth is not just a supplementary force but a central pillar of hope and action.

Imagine a world where the voices of the young are not just echoes in the distance but leading chants for change. This is the reality we are stepping into, where young individuals are not waiting for tomorrow to make their mark; they are shaping the present.

Across the globe, the younger generation is taking a stand, using their collective voice and innovative spirit to address the most pressing environmental issues.

From organizing large-scale climate strikes that grab the world's attention to developing technologies that offer sustainable solutions, they are at the forefront of environmental activism. Their actions are not just about creating a buzz; they are about making a tangible difference. In the Middle East, young activists are making significant strides in fighting climate change.

For instance, **Mohamed Oussama Houij from Tunisia** undertook a 300-kilometer journey along the coast, collecting over 100kg of plastic each day to combat plastic pollution.

In Lebanon, 17-year-old **Joelle Zgheib founded Extinction Rebellion Lebanon**, aiming to address specific environmental issues in the country.

Kehkashan Basu, at just 12 years old, founded the Green Hope Foundation, focusing on sustainable development and the impact of climate change, especially desertification. Her foundation's work in Dubai includes conservation of freshwater turtles, land degradation, mangrove tree plantation, and the protection of local biodiversity, emphasizing youth involvement in these efforts.

Neeshad Shafi from Doha, another influential figure, founded the Arab Youth Climate Movement Qatar. His organization focuses on environmental awareness, advocacy, and policy, bridging the gap between climate science and young people's role in advocacy, particularly in the MENA region. They worked on translating climate crisis terminology into Arabic to make it more accessible and participated in significant events like the UN Summits and COP meetings.

Ayshka Najib, a 21-year-old from Dubai, has been active in climate change education and advocacy since the age of 14. She is involved in MAPA: Most Affected People and Areas, a youth-led initiative that focuses on bringing the voices of frontline communities to the forefront of climate discussions.

These individual efforts are part of a larger movement in the region. For example, in Qatar, the Arab Youth Climate Movement has launched initiatives like "Measuring Household Carbon Footprint," aimed at promoting climate education and action.

Elsewhere in the region, innovative green start-ups are emerging, like GreenJo in Jordan, which helps households sell recyclable waste, and NOMADD in Saudi Arabia, which developed a water-less robot for cleaning PV panels in deserts.

The MENA region is also engaging in policy development and action to address climate change.

Regional dialogues and summits are increasingly focusing on accelerating progress on climate targets and exploring zero-carbon energy sources. Youth-led organizations are producing educational materials and campaigning on digital and social media platforms to raise awareness and push for effective climate policies.

These examples reflect the determination and innovation of youth in the region to address the urgent matter of climate change, showcasing their active role in creating environmental awareness and implementing sustainable practices. They show us that the fight against climate change is not a distant battle; it is happening here and now, in our communities, led by young visionaries who refuse to be sidelined.

As we witness this surge of youthful dynamism, it's clear that empowering the youth in climate action is not just beneficial but essential.

Their unique perspective, unbridled enthusiasm, and fearless approach to problem-solving are critical in navigating the complex challenges of climate change.

04 Circular Economy and Eco-Design

Learning Objectives:

- Understand the principles of sustainability in business.
- Explore circular economy and eco-design concepts.

Script

In the realm of entrepreneurship, understanding and applying the concepts of sustainability, particularly through the lens of a circular economy and eco-design, is increasingly vital.

Sustainability refers to meeting our current needs without compromising the ability of future generations to meet theirs.

It encompasses environmental, social, and economic dimensions, aiming for a balance between these aspects.

SDG 12, Sustainable Consumption & Production, part of the United Nations Sustainable Development Goals, emphasizes the need for responsible resource usage and waste management to minimize environmental impact.

Understanding the full life cycle of a product is essential in this context.

It involves considering the environmental impact of a product from its design and manufacturing to its use and eventual disposal.

What if we created products intended for reuse, refurbishment, and repair, extracting new materials solely when necessary? This approach would minimize the consumption of new materials and energy, thereby preserving our natural resources.

Let's explore the concepts of Circular and Linear Economy through the contrasting approaches of two entrepreneurs, Sami and Lina.

Sami, who runs a sustainable furniture business, designs modular sofas using eco-friendly materials.

His products are created for easy disassembly, allowing each component to be recycled or repurposed at the end of its life cycle.

This approach exemplifies the **Circular Economy** model, focusing on sustainability and resource efficiency. It ensures that at the end of the sofa's life, each component can be either recycled or repurposed, effectively reducing waste.

On the other hand, Lina operates a traditional furniture company, following a Linear Economy model.

Her products are made from conventional materials and are not designed for disassembly or recycling. Once they reach the end of their lifespan, they typically end up as waste, highlighting the Linear Economy's 'take, make, dispose' approach.

Entrepreneurs and startups are uniquely positioned to implement eco-design (or Circular Design principles). **Eco-design** integrates environmental considerations into product design and development, leading to sustainable innovation. By adopting these principles, businesses can reduce waste, lower costs, and create more sustainable products.

The contrast between circular and linear economies can be effectively illustrated through clear graphics.

While a linear economy relies on a straight line of production – from resource extraction, through the manufacturing process, to disposal – a circular economy looks like a loop, where materials are reused, remanufactured, or recycled, thus minimizing waste.

Understanding the circular economy involves grasping its key principles like designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.

The circular economy is intrinsically linked to the concept of product life cycle, emphasizing sustainability at every stage of a product's life.

Product Design: The circular economy begins at the design phase. Products are designed for longevity, repairability, and recyclability. This means selecting materials that are durable and environmentally friendly, designing for easy disassembly, and avoiding toxic substances.

Raw Material Sourcing: In a circular economy, sourcing focuses on renewable, recyclable, or biodegradable materials. This step aims to reduce the depletion of finite resources and minimize environmental impact.

Manufacturing and Production: The production process in a circular economy aims to be efficient and waste-free. By utilizing renewable energy and minimizing waste, the manufacturing process can significantly reduce its environmental footprint.

Distribution and Consumption: Products are distributed in a way that minimizes environmental impact, often including considerations for reducing packaging and optimizing logistics. For consumers, the focus is on using products more sustainably and efficiently.

Use and Service Life: Extending the service life of products is key. This can be achieved through regular maintenance, repair, and updates. A shift from ownership to service models, like leasing, can also be observed in a circular economy, encouraging users to return products after use.

End-of-Life Management: Instead of disposing of products, the circular economy encourages recycling, refurbishing, or repurposing them. This stage closes the loop, feeding materials back into the manufacturing cycle.

Recovery and Recycling: This final stage involves processing used materials to create new products, thus minimizing waste and the need for new raw materials. It's about finding value in what was previously considered waste.

Throughout this lifecycle, a circular economy minimizes waste and maximizes resource efficiency. This approach not only benefits the environment by reducing emissions and conserving resources but also offers economic benefits by creating new business opportunities and reducing costs through improved efficiency and waste reduction.

These principles provide significant benefits, including reducing environmental impact, fostering innovation, and creating economic opportunities.

05

The Role of Green Entrepreneurship in Shaping Sustainable Futures

Learning Objectives:

- Understand the impact of pollution on the environment.
- Explore the principles of green entrepreneurship.
- Analyze the role of entrepreneurs in creating a sustainable future.

Script:

What is **Green Entrepreneurship**?

Green entrepreneurship refers to the process of developing, funding, and implementing solutions to environmental problems. It's a form of entrepreneurship that focuses on sustainable business practices, aiming to create products or services that have a positive impact on the environment.

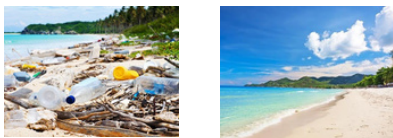
This approach is increasingly important as the world faces critical environmental challenges like **climate change, pollution, and resource depletion**.

Check out these images, what do you notice?

What is the difference between the first picture and the second?



What about these two?



Why should you care about this?

These two pictures on the right depict a world untouched by pollution, illustrating a pristine environment where nature thrives in its purest form.

Pollution, in contrast, is an environmental hazard that significantly alters these idyllic scenes.

It represents the introduction of contaminants into the natural environment, causing adverse change.

This can take many forms, such as **air pollution**, characterized by harmful airborne chemicals and particulates, **water pollution**, where water bodies are tainted with industrial, agricultural, or household waste, and soil pollution, which involves the degradation of the Earth's land surfaces through the misuse of chemicals and waste.

As we all know there are 7 continents around this world, but did you know that there is another one called **GPGP "The Pacific Garbage Patch"** which is often humorously or ironically referred to as an "eighth continent" due to its massive size.

However, it's important to clarify that the Great Pacific Garbage Patch is not an actual continent.

Instead, it is a vast area in the Pacific Ocean where a significant amount of marine debris, primarily plastic, has accumulated.

Let's delve into green entrepreneurship :

Green entrepreneurship refers to entrepreneurial ventures focused on creating and selling environmentally friendly products or services.

These entrepreneurs are driven by a commitment to sustainability and often seek to address environmental issues through their business practices.

Their ventures can range from renewable energy solutions to sustainable agriculture, waste management, and eco-friendly consumer products.

The goal of green entrepreneurship is not just economic success, but also making a positive impact on the environment and contributing to sustainable development.

In the MENA region, several green entrepreneurs are leading the way with innovative startups that focus on sustainability.

These entrepreneurs are not only contributing to a greener planet but also stimulating economic growth and job creation.

Here are some examples:

- **Edama Organic Solutions:** Based in Saudi Arabia, Edama Organic Solutions is a startup focused on waste management. They specialize in recycling organic waste and converting it into high-value compost for desert agriculture, tree plantation, and land restoration projects.
- **Greest:** Operating in the UAE and Egypt, Greest is an e-waste recycling company. They are known for their efforts in raising awareness about the proper handling of waste and integrating recyclers into the country's official waste management system.
- **The Waste Lab:** Based in Dubai, The Waste Lab is a recycling startup that has gained attention for its work in composting, particularly for not relying heavily on tech-based solutions.
- **BIOwayste:** co-founded by Reine Metlej, is a Lebanese company that focuses on converting organic waste into valuable resources like cooking gas and biofertilizer. This innovative venture offers a decentralized and enclosed system that allows the on-site conversion of organic waste through a simple and natural bio-degradation process. Their solutions are designed to be highly efficient, economically valuable, customizable, and easy to use.

These examples reflect a broader movement in the region towards embracing sustainability. Startups in the Middle East are increasingly using disruptive technologies and innovative concepts to address environmental challenges. This shift towards sustainability is seen not just as a 'nice to have', but as a necessity to reduce the environmental footprint while also offering business opportunities.

So, you might ask, how can we create a greener world?

The role of entrepreneurs, especially green entrepreneurs, is pivotal in this journey. These innovative individuals and teams are at the forefront of combining sustainability with business, driving change through eco-friendly products, services, and practices.

Green Business Revolution

Learning Objectives:

- Understand the impact of business practices on the environment.
- Learn the principles of eco-friendly business operations.
- Empower entrepreneurial innovation for sustainable solutions.

Script:

Let's delve into the world of **green businesses**.

Exploring the realm of green businesses offers insights into how companies impact the environment and the importance of eco-friendly operations.

Take TAQA Snacks, for example, a Middle Eastern company epitomizing sustainable practices. Not only do they offer healthy snacks, but their entire production process is geared towards minimizing environmental impact.

This includes sourcing organic, local ingredients and implementing energy-efficient manufacturing methods. Their commitment extends to using compostable packaging and participating in reforestation to offset carbon emissions, serving as a model for other businesses.

Shifting our focus to a common product, let's consider the life cycle of a t-shirt, symbolized here by 'Tee.'

Tee's journey starts in water-intensive cotton fields, using substantial agricultural chemicals, thus sparking a debate on sustainable farming. In factories, Tee is spun and woven, revealing the high energy demands of textile production, and posing questions on reducing industrial carbon footprints.

The dyeing and stitching of Tee bring to light the environmental costs of textile treatment and the importance of sustainable chemical practices and wastewater treatment.

As Tee enters the global market, his transportation underscores the carbon emissions associated with globalized trade.

This aspect of Tee's life invites discussions on the fashion industry's carbon footprint and the influence of consumer behavior on sustainable practices. In the final phase of his lifecycle, Tee encounters the challenge of textile waste, highlighting the importance of waste management, circular economies, and sustainable fashion.

Green entrepreneurs, like **Omar Itani of FabricAID**, demonstrate key traits such as curiosity, adaptability, and creativity, overcoming challenges like funding issues, high sector costs, and lack of consumer awareness. Omar's work addresses both environmental and social problems by reducing clothing waste and offering dignified shopping experiences for the underprivileged.

Lastly, in envisioning a role for green businesses in creating alternatives to plastic bags, innovative approaches are crucial.

For aspiring green entrepreneurs, introspection is essential. Identify your interests and strengths to find your niche in sustainable business. Conversely, understanding your limitations helps in recognizing areas needing support or avoidance, paving the way for successful eco-friendly entrepreneurship.

Green entrepreneurs, who are at the forefront of blending sustainability with business, exhibit several distinctive characteristics:

- **Curiosity**
- **Structured Workout**
- **Adaptability**
- **Decisiveness**
- **Construction Team**
- **Take Risks**
- **Comfortable With Failure**
- **Insistence**
- **Cooperation**
- **Creativity**

Transitioning to eco-friendly practices is not a straightforward task.

Green entrepreneurs often encounter a range of challenges, including:

1. **Funding Issues:** Accessing the necessary capital to start and grow a green business can be difficult. Traditional investors may be hesitant to fund businesses in emerging or unproven sectors of the green market.
2. **High Costs in the Sector:** Many green technologies or sustainable practices require significant upfront investment. The high cost of sustainable materials, advanced technologies, or certifying products as eco-friendly can be a barrier.
3. **Lack of Consumer Awareness:** Despite growing awareness of environmental issues, there is still a significant portion of the consumer market that is not fully aware of the benefits of green products or services. This lack of awareness can affect market demand and sales.

However, inspiring stories like that of Omar Itani, the founder of FabricAID, showcase how these challenges can be transformed into opportunities.

Omar works to solve an environmental problem and a social problem by reducing the amount of used clothing that is annually imported into Lebanon and reducing the huge amount of waste of unused clothing that ends up in landfills while creating a decent and dignified shopping experience for the poor.

Reflect on this compelling consideration: Envision the role of green businesses in creating alternatives to plastic bags. What kind of novel approaches might they introduce? Also, contemplate the path to becoming a green entrepreneur yourself.

To address the latter query, introspection is key. Ask yourself these questions:

- **Identifying Your Interests:** What are the subjects or activities that genuinely captivate your interest? These areas are where your entrepreneurial journey could begin, as passion is a powerful motivator in business.
- **Recognizing Your Strengths:** What can you engage in for hours without feeling drained? This could indicate a field where your skills and interests align, offering a strong foundation for a sustainable business venture.
- **Understanding Your Limitations:** Conversely, consider the tasks or activities you find intolerable, even for short periods. Knowing your dislikes or weaknesses is crucial in entrepreneurship, as it helps in identifying areas where you might need support or choose to avoid.

07 Harmonizing Profit and Planet

Learning Objectives:

- Understand the balance between profitability and environmental responsibility.
- Analyze the role of governments, consumers, and technology in green business practices.
- Develop leadership and corporate strategies for sustainability.

Script:

Imagine stepping into a world where businesses don't just chase profits but also nurture the planet and its people.

Picture a balance scale: on one side, the pursuit of profit, and on the other, the health of our environment.

How can these be harmonized?

Let's explore the challenges and benefits of green business practices in today's world, where companies must strike a delicate balance between profitability and environmental responsibility, considering various critical factors.

Firstly, the implementation of eco-friendly practices can be costly upfront, but these investments often lead to long-term financial and environmental benefits.

Governments play a pivotal role through regulations and incentives, which can drive innovation and sustainable practices.

Consumer demand is also shifting towards businesses that demonstrate environmental responsibility, influencing corporate strategies.

Technological advancements are crucial enablers, allowing businesses to adopt more efficient and less harmful operations.

Furthermore, a **company's commitment** to the environment significantly impacts its brand image and corporate responsibility.

This new business paradigm necessitates a balance between short-term financial pressures and a long-term vision for sustainability.

Achieving this balance often requires collaborative efforts among businesses, governments, and NGOs, fostering innovative solutions and shared resources.

Education and awareness among employees and consumers are vital in creating a supportive environment for green initiatives.

Transparently measuring and communicating the environmental impact of these initiatives is essential to build trust and facilitate continuous improvement.

At the heart of these efforts is the role of leadership.

Leaders must not only invest in and advocate for sustainable practices but also set a clear and consistent vision for their company's role in contributing to a healthier planet.

The journey towards harmonizing profitability with environmental stewardship is challenging but promises a future where businesses thrive alongside a flourishing planet, benefiting all stakeholders involved.

Eco-Design - Pioneering Sustainable Innovation in Everyday Life

Learning Objectives:

- Understand the eco-design principles and their importance.
- Analyze the benefits and applications of eco-design.
- Develop eco-design solutions for common environmental challenges.

Script:

The term "**ECO**" frequently appears and resonates in various contexts we encounter in our daily lives.

What about "**ECO-DESIGN**"? Does this term ring a bell?

Eco-design is a design and production perspective that consists of integrating environmental protection criteria into every phase of Life Cycle of a product: from conception to development to manufacturing, from packaging to transport, from usage to reusing and recycling or composting.

Eco-Designing is looking at the whole Life Cycle of a product to design it from the onset in an eco-friendly & socially-responsible way!

Why do you think it's important to eco-design?

Eco-design is crucial because it seeks sustainable solutions to pressing needs.

It's about harnessing creativity and innovation to design in a way that lessens the strain on our rapidly depleting natural resources.

By focusing on eco-design, we can develop solutions that not only use renewable materials but also ensure these resources can replenish or regenerate.

This approach significantly reduces the reliance on harmful synthetic chemicals in product design.

Additionally, eco-design is pivotal in minimizing waste through the principles of a circular economy, turning waste back into valuable materials.

More importantly, eco-design directly contributes to achieving Sustainable Development Goal 12, which targets sustainable consumption and production patterns.

When discussing the eco- design concept, it's essential to highlight its advantages, which include:

- **Improved product quality:** It leads to enhanced quality standards, ensuring that consumers receive better and more reliable products.
- **Increased production efficiency:** Implementing this approach streamlines processes, reducing waste and optimizing resource utilization, ultimately leading to more efficient production.
- **Reduced emissions:** It encourages eco-friendly practices, helping industries minimize their environmental footprint and contribute to a cleaner environment.
- **Sustainable industries:** By embracing this concept, industries can align their operations with sustainable practices, promoting long-term viability and responsible resource management.
- **Enhanced consumer satisfaction:** Consumers benefit from higher-quality products and environmentally conscious choices, resulting in happier and more loyal customers.
- **Market differentiation:** Adopting this approach sets businesses apart in the market, showcasing their commitment to quality, sustainability, and customer satisfaction.

In addition to these noteworthy advantages, one pivotal aspect that complements and amplifies the benefits of this concept is its focus on reusability.

Reusing is finding new ways to use things that otherwise would have been thrown out.

Such as:

- The Use of second-hand products
- Products reused after cleaning instead of disposable (one-time usage)
- Construction products reused on site or sent off site
- Origins of Sustainable Development

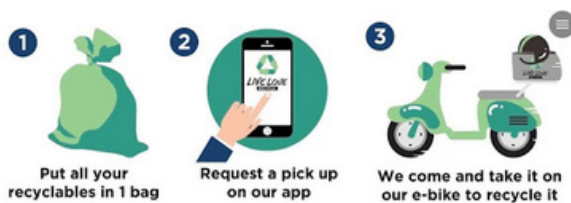
Let's delve into some eco-design and circular principles for products:

1. Durable long-lasting products.
2. Reusable products that can be recirculated.
3. Made from recycled materials.
4. Made from renewable and biodegradable materials.
5. Products that can be easily maintained and repaired.
6. Reduced, reusable, or compostable packaging.

Eco-Design is also about creatively designing mechanisms that work!

Sometimes it entails influencing behavioral change by designing practical convenient solutions .

Look at this picture and think about it for a second.



You must be thinking: Wow, how easy, functional, and helpful is that!

Imagine if each and every one you know thinks of a way to encourage others to recycle! You just need to create the right enabling environments and mechanisms!

In the Middle East, several case studies highlight the region's approach to recycling and waste management. For instance, in the United Arab Emirates, there's an increasing focus on improving recycling practices due to the high volume of waste production. Countries like Kuwait, Bahrain, and the UAE produce over 1.5 kilograms of waste per person per day, and the solid waste output in the region is expected to double by 2050. This has led to an emphasis on ramping up recycling efforts and investing in waste technology.

Eco-design is also about facilitating the process!

Think about this!

Billions of single-use disposable water bottles are thrown away every year.

How can you design a product and/or service that reduces the use of disposable water bottles?